

ABSTRACT

FRANS CYNARTA. Analyze the industry of snack on central food industry on Dusun Pelemadu Desa Sriharjo, Kecamatan Imogiri, Kabupaten Bantul. Supervised by **DWI AULIA PUSPITANINGRUM** and **HENI HANDRI UTAMI**.

This aims of the research are : (1) to Analyze profit of Rempeyek entrepreneur on Dusun Pelemadu Desa Sriharjo, Kecamatan Imogiri, Kabupaten Bantul. (2) to Analyze the productivity human resource of Rempeyek entrepreneur on Dusun Pelemadu Desa Sriharjo, Kecamatan Imogiri, Kabupaten the Bantul. (3) to Analyze the product optimization in the big effort scale of the Rempeyek entrepreneur on central food industry on Dusun Pelemadu Desa Sriharjo, Kecamatan Imogiri, Kabupaten Bantul. The research method is using the descriptive method and is using case study method. The result of this research showed that the significant in the all scale range in the central of industry Rempeyek dusun Pelemadu Desa Sriharjo, Kecamatan Imogiri, Kabupaten Bantul. for Profit the result scale I is Rp.7.215.871,-, scale II is Rp.3.969.293,- and scale III is Rp.1.951.080,-. For human resource result showed there are differences in human resource productivity of Rempeyek entrepreneur on dusun Pelemadu Desa Sriharjo, Kecamatan Imogiri, kabupaten Bantul, for product optimization from one of the big effort scale showed optimal results.

Keywords : Snack, Rempeyek, profit, human resources product , optimization,